LEO BURNETT U.S.A.
Ad No. 563—Gambler—Req. No. 99017—Page, 4/C, bleed—8⅝ x 11⅛ inch—National Magazines, 1975 (C)
Printed in U.S.A.

Parliament. The recessed filter cigarette.

1. Gambler Bart Harris thought his cigarette holder made him look sophisticated. Though thinking wasn't his long suit, he did get cleaner taste.

2. No need for a cigarette holder today. Parliament's filter is recessed, so you taste only rich, clean tobacco flavor. It's your ace in the hole.

It works like a cigarette holder works.

17 mg "tar," 1.1 mg. nicotine
av. per cigarette, FTC Report Oct.'74

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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Source: https://www.industrydocuments.ucsf.edu/docs/krjn0003
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